



POSITION DESCRIPTION

Division/Department:	Administration
Location:	155 Olde Ridenour Road
Job Title:	Public Information Officer
Reports to:	Board of Trustees

Type of position:	Hours: 20 / week
<input type="checkbox"/> Full-time	<input type="checkbox"/> Exempt
<input checked="" type="checkbox"/> Part-time	<input checked="" type="checkbox"/> Non exempt
<input type="checkbox"/> Intern <input type="checkbox"/> Paid <input type="checkbox"/> Unpaid	
<input type="checkbox"/> Volunteer <input type="checkbox"/> Paid <input type="checkbox"/> Unpaid	

GENERAL DESCRIPTION

Plan, direct, and coordinate activities designed to create or maintain a favorable public image or raise issue awareness for the Township.

ESSENTIAL FUNCTIONS

- Regular and predictable attendance
- Oversee development and implementation of issue-management strategies, public relations techniques, and provide a positive, proactive relationship with the media
- Represent the Township at various functions such as meeting influential persons within the community, officials, citizens, and representatives of the press, to establish goodwill and resolve/respond to issues; serve as communications liaison at external special events requiring Township services; assist the Trustees when requested, by serving as Township representative for community meetings, events, projects, etc.; give speeches and presentations
- Identify newsworthy information, develop ideas and gather necessary details to write, edit, and disseminate various materials including but not limited to media releases, speeches, presentations, speaker's points, employee communications and newsletters, resident newsletters, annual reports, Township brochures, advertising copy, promotional copy, special projects, and other miscellaneous publications and copy needs
- Serve as public relations and marketing consultant to all Township departments by providing media communications support and overseeing production, development, implementation, and writing adherence to the Township's graphic's standard program, and of all Township publications and major audio/visual presentations
- Work with departments to plan, coordinate, and implement major special events including promotion of Township programs, displays, still/video photographs, community campaigns,

Township celebrations, activities and public consultation functions to educate the general public on community issues; monitors and updates the Township's strategic communication plan, emergency public information, and communication crisis plan; secure professional consulting services to assist as needed with projects

- Responsible for the planning, implementation, content management, and collaboration with IT of the Township's website and social media forums; incorporate promotion of the website and social media forums into other communications vehicles
- Contact media to discuss and secure coverage of Township issues to ensure fair and balanced coverage; organizes press conferences, prepare news releases, media releases, and other overview information, which explains issues; monitors and records all media coverage that pertains to the Township
- Coordinate outreach programs and projects to educate and encourage citizen involvement in Township government; responds to inquiries and requests for information from the media, residents, and corporate citizens
- Commit to continuing professional development
- Perform other duties as assigned

KNOWLEDGE

- Principles and practices of marketing, public relations, graphic arts, creative design, program and issues management and implementation
- Budgeting practices and the ability to successfully implement projects within assigned budgetary guidelines
- Social media forums – website, Facebook, Twitter, Linked in, etc.
- Correct English usage, including spelling, grammar, punctuation, and vocabulary
- Applicable state, federal, and local ordinances, laws, rules and regulations
- Methods and techniques of research, statistical analysis and report presentation
- Township Personnel Policy Manual

SKILLS

- Use of computer applications and hardware related to performance of the essential functions of the job
- Desktop publishing/design software
- Use of personal computer and other modern standard office equipment
- Use Microsoft applications such as Word, Excel, and Outlook

ABILITIES

- Use tact, discretion, initiative and independent judgment within established guidelines
- Determine the value or newsworthiness of information and activities
- Research, compile, and summarize a variety of complex informational and statistical data and materials into understandable form from internal and external audiences and to determine the best means to disseminate such information

- Organize work, set priorities, meet critical deadlines, and follow up on assignments with a minimum of direction
- Communicate clearly and effectively, both orally and in writing
- Prepare clear and concise reports, correspondence and other written materials
- Define problems, collect data, establish facts and draw valid conclusions
- Establish and maintain effective working relationships with others
- Maintain a valid Ohio Driver's License and insurability under the Township's vehicle insurance policy

PHYSICAL REQUIRMENTS

- Sit, walk, bend, reach
- Lift, push, and/or pull light objects and occasionally heavy objects (< 25 pounds)
- Fine motor skills
- Hear, read, write, and clearly articulate the English language
- Occasional exposure to crowds and/or extreme weather conditions during media/community-related events

MINIMUM QUALIFICATIONS

- Possession of a Bachelor's Degree in Communications, Journalism, Marketing, Public Relations, or other related field; and
- Two to three years of experience in Public Relations or other communications role; or
- Any combination of education, training and experience, which provides the knowledge, skills, and abilities to perform the essential functions of the job
- Valid Ohio Driver's License

This job description is intended to provide some illustrative examples of the duties and essential functions of this position, but should not be interpreted to describe all of the work or essential functions which may be required of employees holding this position.

REVIEWED BY	Becky Kadel	Title	HR Director
APPROVED BY	Mifflin Township Board of Trustees	Title	
DATE POSTED	September 17, 2013		
DATE HIRED			